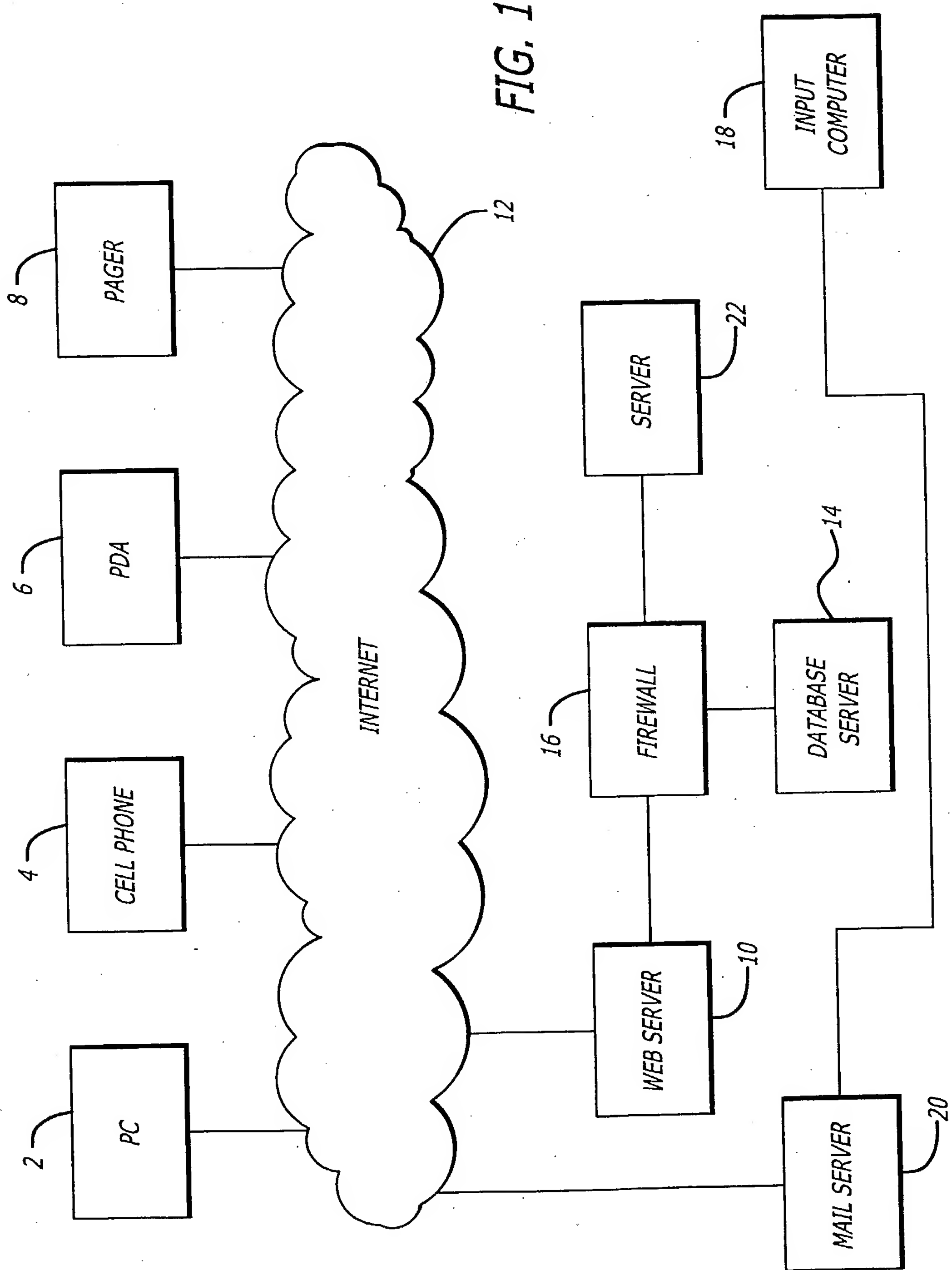


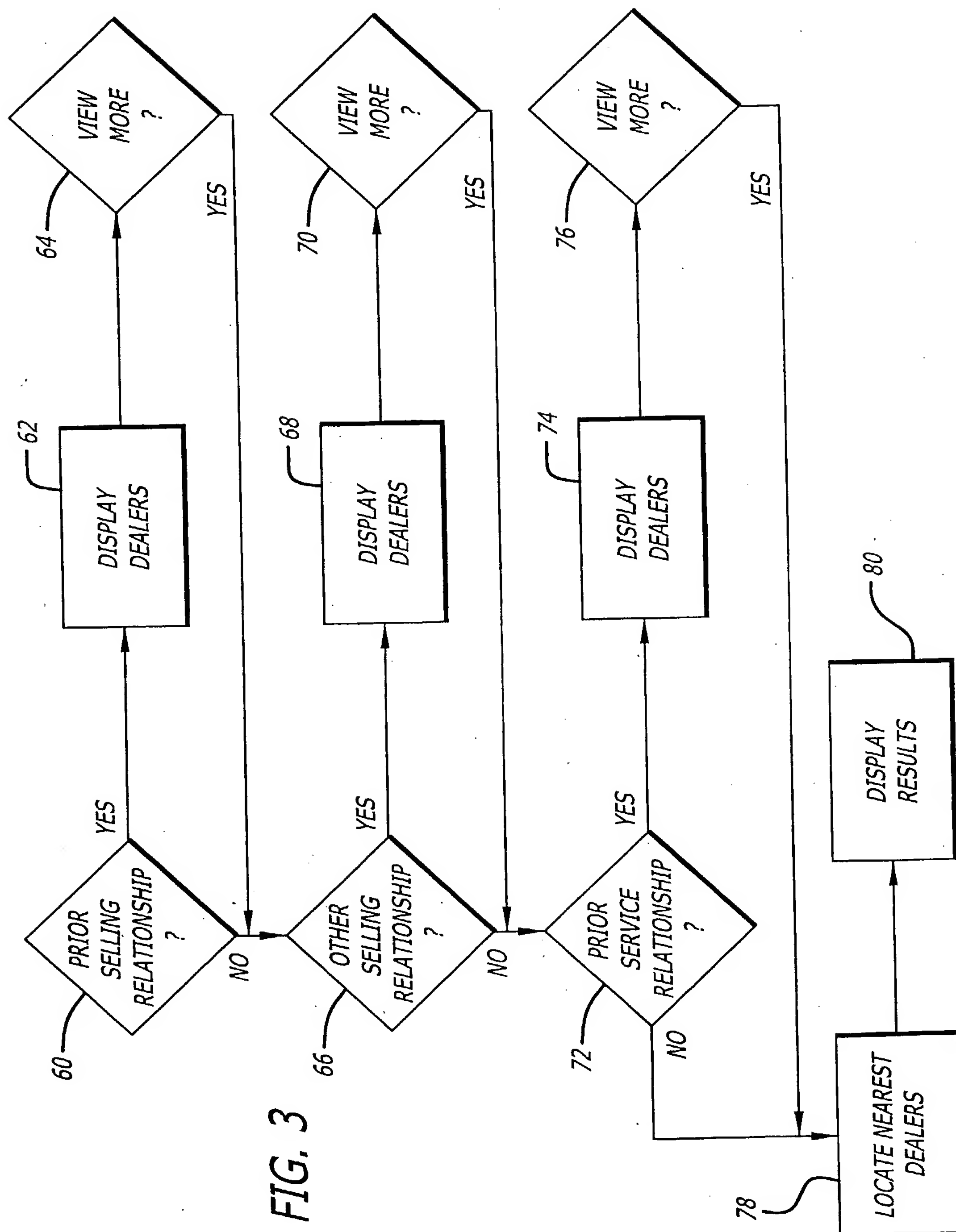


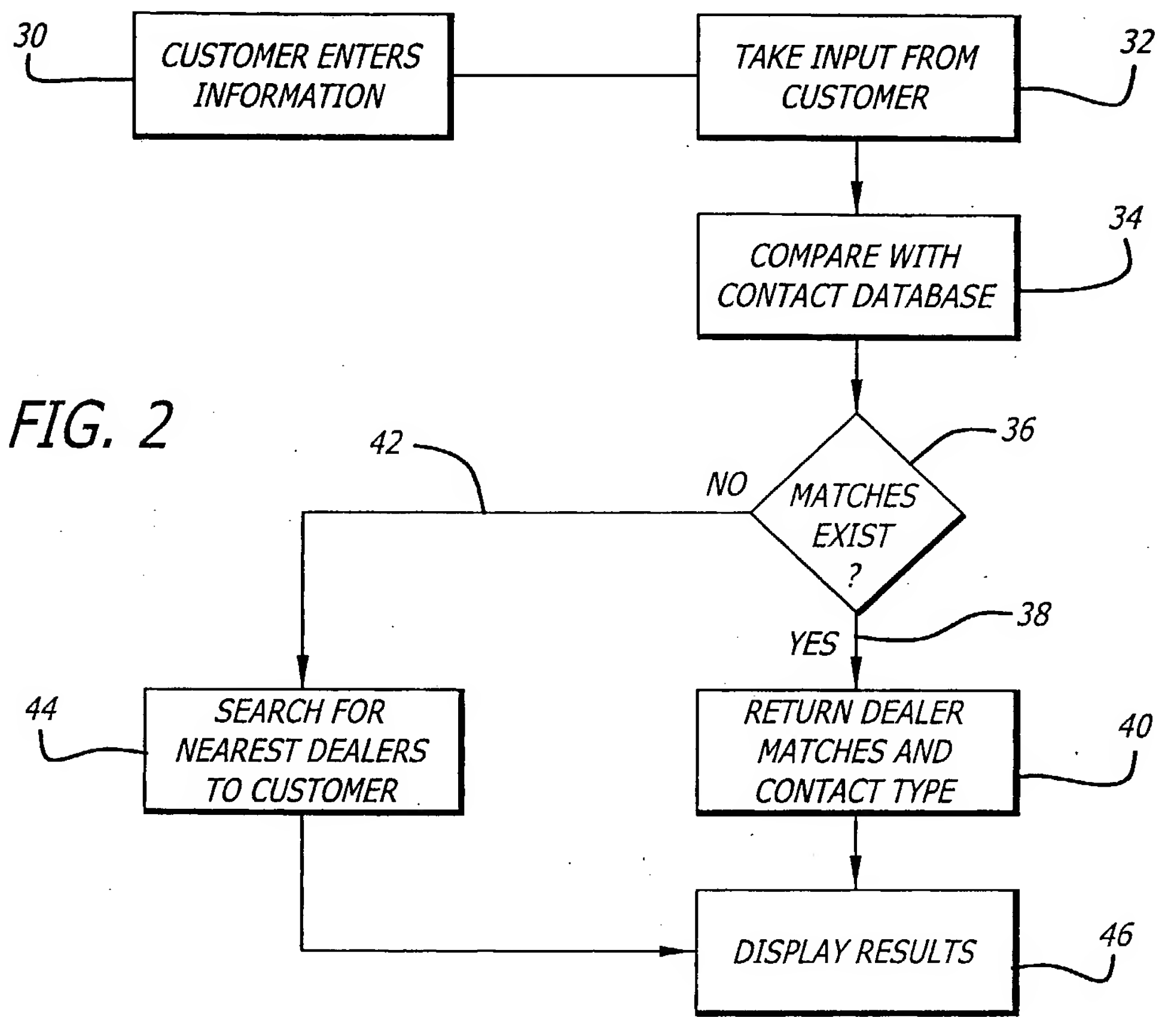
Title: ONLINE SYSTEM AND METHOD FOR LOCATING AND  
ERRING AN AUTOMOBILE DEALER TO  
CUSTOMERS  
Inventor: Center, et al.  
Serial No.: 10/054,106





Title: ONLINE SYSTEM AND METHOD FOR LOCATING  
AND REFERRING AN AUTOMOBILE DEALER TO  
CUSTOMERS  
Inventor: Center, et al.  
Serial No.: 10/054,106





**FIG. 4**

120 ADDRESS OR CROSS STREETS  
(e.g., 1000 North First Street or Main & Pine St)

122 CITY / STATE OR ZIP CODE  
(e.g., Torrance, CA or 90501)

124 OR DEALER  
(e.g., Your dealer)

130 Submit Reset



Title: ONLINE SYSTEM AND METHOD FOR LOCATING DEALERS  
AND REFERRING AN AUTOMOBILE PURCHASER TO  
DEalers  
Inventor: Center, et al.  
Serial No.: 10/054,106

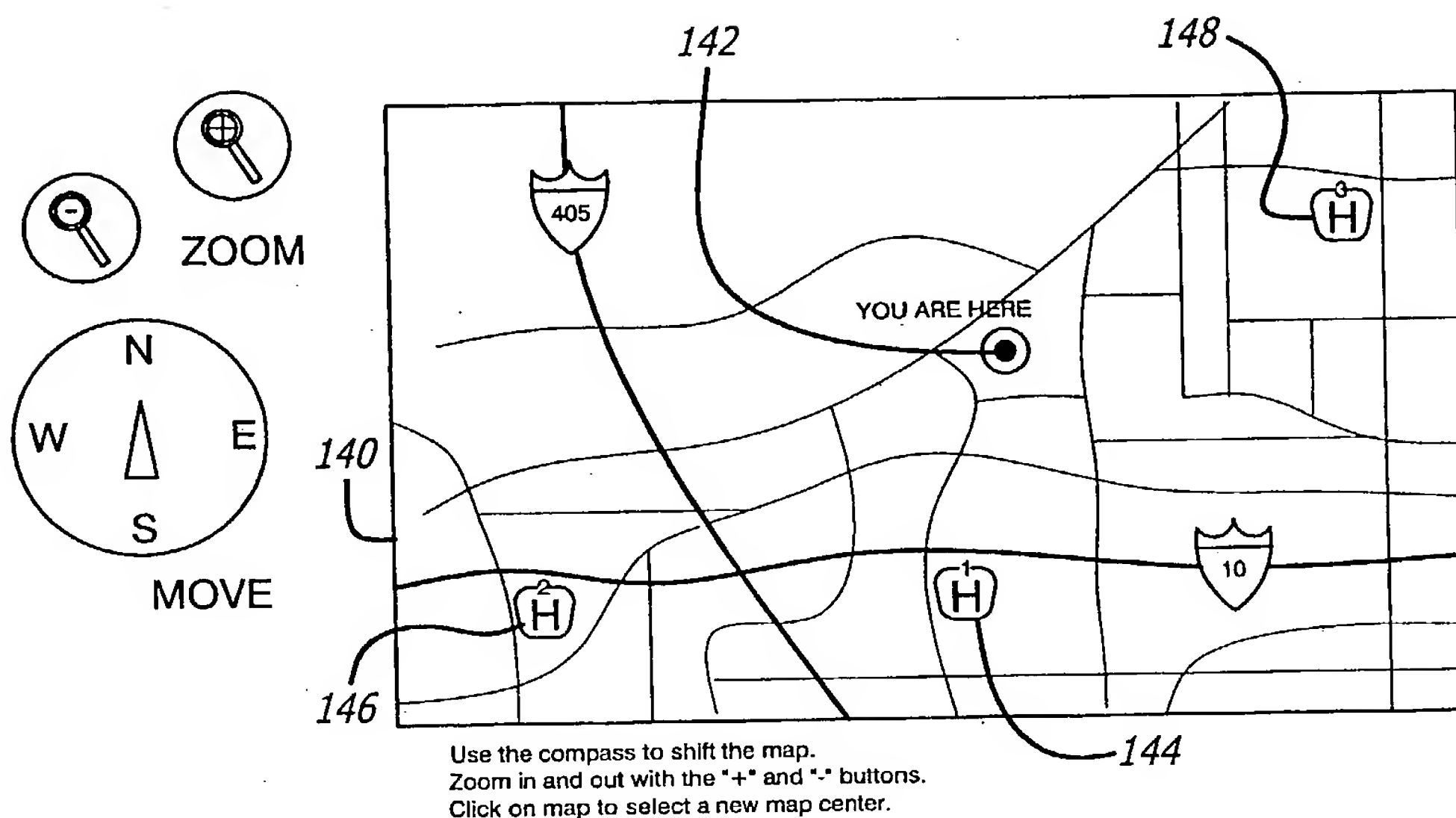


FIG. 5

150 { Miller Honda-Culver City  
9077 Washington Blvd Culver City CA, 90232-2501  
Phone: 310 815 3888 Fax: 310 287 0364

152 — Visit the Miller Honda-Culver City site  
154 — E-mail Miller Honda-Culver City

156 — ● GET DRIVING DIRECTIONS

158 { Honda of Santa Monica  
1720 Santa Monica Blvd Santa Monica CA, 90404-1907  
Phone: 310 264 4900 Fax: 310 453 1407

Visit the Honda of Santa Monica site  
E-mail Honda of Santa Monica

160 { Honda of Hollywood  
6511 Santa Monica Blvd Los Angeles CA, 90038-1407  
Phone: 323 466 3247 Fax: 323 462 0187

Visit the Honda of Hollywood site  
E-mail Honda of Hollywood

162 —



Title: ONLINE SYSTEM AND METHOD FOR LOCATING  
AND DETERMINING AN AUTOMOBILE DEALER TO  
CUSTOMERS  
Inventor: Center, et al.  
Serial No.: 10/054,106

180

CUSTOMER ID
CUSTOMER NAME
CUSTOMER FIRST NAME
CUSTOMER LAST NAME
CUSTOMER ADDRESS1
CUSTOMER ADDRESS2
CUSTOMER CITY
CUSTOMER STATE
CUSTOMER ZIP CODE
CUSTOMER ST

186

CUSTOMER ID
DEALER NUMBER
DEALER TYPE
RELATIONSHIP TYPE
LAST CONTACT DATE

188

DEALER NUMBER
D--NUMBER
DEALER NAME
DEALER CONTACT NAME
DEALER ADDRESS
DEALER ADDRESS
DEALER CITY
DEALER STATE
DEALER ZIP CODE
DEALER BUSINESS PHONE
DEALER FAX NUMBER
DEALER URL
DEALER EMAIL
DEALER TYPE
ACTIVE FLAG
DEALER ATTRIBUTE
INTERNET CERTIFICATION
PRESIDENT CLUB
DEALER LAT
DEALER LONG.

182

CUSTOMER ID
CUSTOMER CREATE DATE
CUSTOMER FIRST NAME
CUSTOMER LAST NAME
CUSTOMER ADDRESS1
CUSTOMER ADDRESS2
CUSTOMER CITY
CUSTOMER STATE
CUSTOMER ZIP CODE
CUSTOMER EMAIL
CUSTOMER HOME PHONE
CUSTOMER BUSINESS PHONE
SS NUMBER
DRIVER LICENSE
DATE OF BIRTH
MARITAL STATUS
DEALER NUMBER
MAILING ADDRESS
MAILING CITY
MAILING STATE
MAILING ZIP CODE
CUSTOMER ATTRIBUTE

184

CUSTOMER ID
LEAD CREATE DATA
DEALER NUMBER
DEALER TYPE
CAR MODEL NUMBER
CAR YEAR
CAR MAKE
CAR TRIM
EXTERIOR COLOR
INTERNAL COLOR
CAR OPTIONS
CONFIGURED MSRP
PREFERRED CONTACT METHOD
BEST TIME TO CONTACT
PURCHASE TIMEFRAME
PAYMENT METHOD
HONDAPOINT LEAD STATUS
TRADE IN VEHICLE YEAR
TRADE IN VEHICLE MAKE
TRADE IN VEHICLE MODEL
TRADE IN VEHICLE MILEAGE
TRADE IN BALANCE OWED
ADDITIONAL INFORMATION

FIG. 6